

IDEAL CLIENT PROFILE WORKSHEET

Become A Personal Chef™ Resource Library

Print or fill digitally.

SECTION 1 — Who Are They? (Demographics)

Age Range: _____

Gender / Identity: _____

Location: _____

Household Size: _____

Occupation / Lifestyle: _____

Household Income (helpful for pricing):

Budget-conscious

Middle-income

Affluent

High-net-worth / Executive / VIP

SECTION 2 — Their Food Situation (Psychographics)

What problem are they trying to solve?

(Ex: too busy, health concerns, picky eaters, eating out too much, stress)

What frustrates them about food or cooking?

What would a “dream food week” look like to them?

What type of meals make them feel cared for / supported?

SECTION 3 — Their Food Identity (Preferences)

- Family-friendly
- Athlete / wellness
- Health recovery / doctor-recommended
- Adventurous foodie
- Plant-based
- Gluten/dairy-free
- Comfort-food lover
- Luxury dining

Cuisines they love: _____

Cuisines they dislike: _____

Dietary restrictions: _____

Allergies: _____

SECTION 4 — Their Personal Chef Goals

What outcome matters most to them?

- Convenience
- Health
- Weight loss
- More energy
- Less stress
- Feeding kids well
- Impressing guests
- Premium lifestyle upgrade

What would make them say “WOW”?

SECTION 5 — Red Flags to Watch For

- Constant rescheduling
 - Extremely picky without clarity
 - Price objections
 - Disorganized kitchen
 - Unclear expectations
 - Communication issues
 - “We had a bad chef before...” (ask why)
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SECTION 6 — Your Final Ideal Client Avatar

Name: _____

Short description:

(Ex: “Busy professional couple with kids, values health, hates meal prep...”)

★ LOUIE’S REAL TALK

*“Serve clients who energize you, not drain you. A great personal chef business is built on saying **no** as confidently as you say **yes**.”*
